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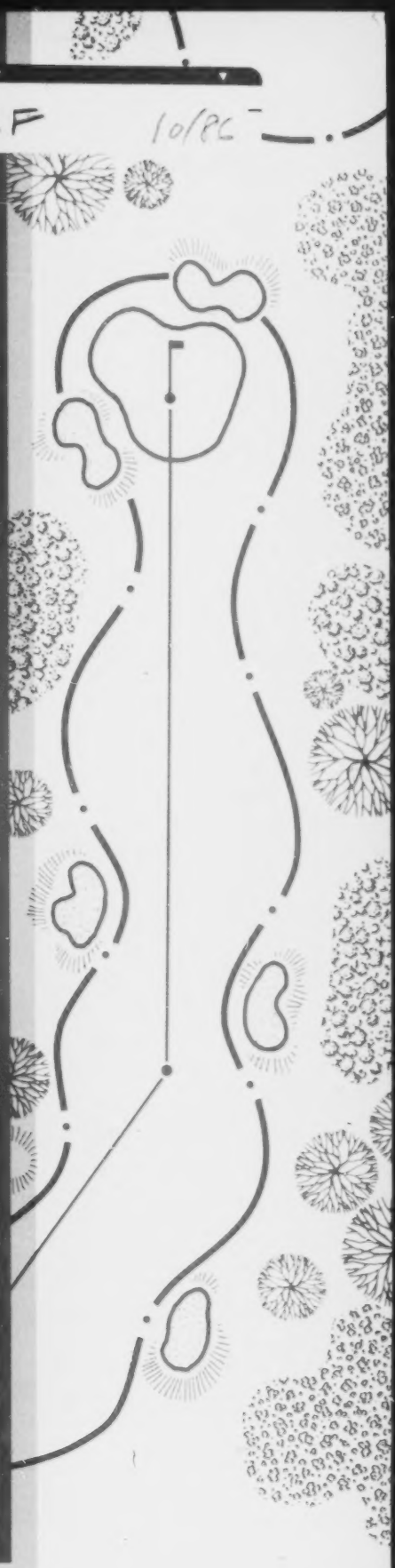

GOLF COURSE OPERATIONS SURVEY

A Joint PGA/NGF National Survey
of Golf Course Operational Statistics

PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA/NATIONAL GOLF FOUNDATION

GOLF COURSE OPERATIONS SURVEY

JUNE 1986

Jointly Prepared By:

THE NATIONAL GOLF FOUNDATION

THE PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA

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FOREWORD

The golf business is changing. From the characteristics of golfers to the costs and practices of golf course maintenance we can see change. Golfers in the mid-eighties are playing over 400 million rounds of golf each year on our nation's courses. That's a lot of business for just over 12,000 golf facilities.

To thrive in the midst of change, a business must be well informed. Almost a year ago, our two organizations sat down and began planning what has become the largest study of golf course operations ever conducted. We saw the need, and the opportunity, to combine resources and provide our industry with the information needed to make sound management decisions.

This report is the result of our effort - and we're proud of it. It should be called the Golf Course Co-Operation Report because it was made possible only through the cooperation of many people. Close to 4,000 golf courses responded to our survey. That is just about one out of three facilities where someone sat down and donated up to one hour's time to make this survey a success. Our respective staffs have worked together closely from beginning to end. This report is the fruit of their labor.

We hope that you find this report both interesting and useful. We plan to do a similar survey every two years so we, and you, can stay on top of our ever changing business. Let us know what you think and how we can improve our next round.

Mickey Powell

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President
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Introduction

GOLF COURSE OPERATIONS SURVEY

INTRODUCTION

BACKGROUND

Over the years, the National Golf Foundation has conducted numerous regional and national surveys of golf course operations and published the results in a series of golf facility operational profiles. The Professional Golfers' Association of America has also periodically conducted surveys of their members at over 6,000 golf clubs around the nation.

In 1985, our two organizations decided to combine resources and conduct a joint comprehensive study on a larger scale than would be possible when working independently. This report is the result of our effort.

The purpose of the study and this report is to provide valid and reliable baseline information to those involved in the operation of golf facilities. From green fees to club repair charges, this report presents the numbers that are essential to understanding the nature of the business.

The Golf Course Operations Survey will be repeated every two years in order to establish trends and monitor changes that are occurring. The usefulness of this and future reports partly depends on hearing from the users of the report - golf professionals, golf course general managers, directors of golf operations - all those involved in the operation of our nation's golf facilities. Your comments and suggestions for future editions will be welcomed!

INTRODUCTION

METHODOLOGY

The 1985 Golf Course Operations Report is based on a mail survey of all golf facilities in the United States. The survey instrument (presented in the Appendix) was carefully developed and field tested prior to mailing.

A total of 12,842 surveys were mailed to golf facilities in late September of 1985. By the response cutoff date of March 3rd 1986 a total of 3,937 completed surveys had been returned of which 3,823 were usable. Thus, a 31% response rate was achieved. A complete description of the sample is presented in the Appendix.

USING THIS REPORT

The information presented in this report is intended to provide the user with regional and national averages for comparison purposes only. Using the information within will allow golf course management to determine, in general, whether individual operations figures are above or below average. Users should not expect their figures to fall directly on average.

Median

Unless stated otherwise, the figures presented are averages. The type of average used was the median. A median represents the mid-point where 50% of the reported figures fall above and 50% fall below the stated figure.

Frequency Distribution

The response to some questions varied widely. In those cases, a frequency distribution is presented to show the percent of facilities in each category.

INTRODUCTION

Facility Size

Each section of the report separates responses into different categories. In the Facility Profiles section, responses are broken out by facility size. In these tables, the 18 hole category includes all facilities with 18 or more holes.

Facility Types

In the Operation Profiles sections, responses are separated by facility type. The municipal category includes any government owned course. The daily-fee category includes those facilities that classified themselves as semi-private. The Exec/Par 3 category includes facilities that classified themselves as an executive length or par 3 golf course.

Sample Sizes

Sample sizes for reported figures are presented so that the user can see the number of facilities upon which the averages are based. In those instances where an asterisk (*) is shown, it was determined that the sample size was insufficient to produce a reliable average.

Rounding

Many even numbers appear throughout the report. In some cases, this represents rounding procedures used in order to display more meaningful figures. For example, if a median green fee was $8.07, it was rounded to $8.00. In other cases, even numbers directly reflect the responses received and should be viewed as ball-park figures. For example, respondents tended to provide round figures for operation incomes such as the pro shop where responses were most often report as $80,000, $40,000, $60,000, etc.

Expenses

The expenses incurred for the running of operations such as: The pro shop, golf cars or the practice range, are an important aspect of golf course operations that is omitted from this survey. This omission is due to the difficulty of definition, for example, should rental and depreciation be included.

Facility Profiles

GOLF COURSE OPERATIONS SURVEY

FACILITY PROFILES

OVERVIEW

The information in this section is organized by facility type and is broken out for 9 hole and 18 hole or larger facilities. Basic information on memberships, green fees, rounds played, etc., is presented in the pages that follow. Some of the information presented here is also included in the **Regional Comparisons** section of the report.

PRIVATE FACILITIES

Figures are based on a total of 1,487 private facilities that responded to the survey questions presented. Of these 235 (16%) were 9 hole facilities and 1,252 (84%) were 18 hole or larger facilities.

Frequency distribution for initiation, fees, annual dues and minimum spending programs are presented. This does not imply that private facilities use all three member assessment methods. The figures presented are based on those facilities that use the particular assessment method.

DAILY FEE FACILITIES

Figures are based on a total of 1,107 daily fee (or semi-private) facilities that responded to the survey questions presented. Of these 428 (39%) were 9 hole facilities and 679 (61)% were 18 hole or larger facilities.

A proportion of daily fee facilities offer memberships similar to private facilities. In our sample, 58% of the daily fee facilities reported membership fees in addition to green fees. In addition, 37% reported that they offered season tickets.

FACILITY PROFILES

MUNICIPAL FACILITIES

Figures are based on a total of 521 municipal facilities that responded to the survey questions presented. Of these 135 (26%) were 9 hole facilities and 386 (74%) were 18 hole or larger facilities.

Municipal facilities refer to any governmentally owned facility. This includes cities, counties, states or the federal government.

EXECUTIVE & PAR 3 FACILITIES

Figures are based on a total of 359 executive and par 3 facilities that responded to the questions presented. Of these 145 (40%) were 9 hole facilities and 214 (60%) were 18 hole or larger facilities.

RESORT FACILITIES

Figures are based on a total of 450 resort facilities that responded to the survey questions presented. Of these 89 (20%) were 9 hole, 268 (59%) were 18 hole, and 93 (21%) were 27 hole or larger facilities. The third size category was used because of the magnitude of differences observed between the 18 hole and 27 hole or greater facilities.

Of the resort facilities that responded, 21% classified themselves as Private, 69% as Daily Fee, and 10% as Municipal. Where this report refers to municipal resorts they will be county or state owned facilities.

PRIVATE FACILITIES

PRIVATE FACILITY HIGHLIGHTS

- On average an 18 hole facility has 550 members, of these 325 are family members and 225 are individual members.

- Of the 18 hole facilities that charge initiation fees, 35% charge family members over $4,000

- 38% of 9 hole facilities and 80% of 18 hole facilities charge their individual members annual dues of over $500.

- 50% of 18 hole facilities, but only 27% of 9 hole facilities, have minimum spending programs.

- The average 9 hole facility guest fee is $9.00, the average 18 hole facility guest fee is $15.00

- 44% of rounds at 18 hole facilities are played by men.

- An 18 hole facility averages 25,000 rounds a year, of these 16% are 9 hole rounds.

PRIVATE FACILITIES

NUMBER OF MEMBERS

	FACILITY SIZE	
	9 HOLE	18 HOLE
INDIVIDUAL MEMBERS		
Up to 25	20.1%	8.3%
26 to 50	26.0%	12.9%
51 to 100	16.2%	14.5%
101 to 200	23.4%	12.7%
201 to 300	7.8%	15.4%
301 to 500	5.2%	21.6%
over 501	1.3%	14.5%
FAMILY MEMBERS		
Up to 100	22.7%	8.3%
101 to 200	40.3%	14.2%
201 to 300	27.1%	23.9%
301 to 500	7.7%	36.8%
Over 501	2.2%	16.7%

INITIATION FEES

	FACILITY SIZE	
	9 HOLE	18 HOLE
INDIVIDUAL MEMBERS		
Up to $100	27.4%	4.1%
$101 to $400	35.8%	10.8%
$401 to $1,000	24.5%	21.1%
$1,001 to $4,000	8.5%	28.5%
$4,001 to $10,000	1.9%	19.1%
Over $10,001	1.9%	16.5%
FAMILY MEMBERS		
Up to $100	18.3%	2.5%
$101 to $400	39.7%	9.8%
$401 to $1,000	23.8%	20.5%
$1,001 to $4,000	15.1%	32.7%
$4,001 to $10,000	2.4%	20.5%
Over $10,001	0.8%	14.0%

PRIVATE FACILITIES

ANNUAL DUES

	FACILITY SIZE	
	9 HOLE	18 HOLE
INDIVIDUAL MEMBERS		
Up to $200	17.8%	9.9%
$201 to $500	43.8%	10.5%
$501 to $1,000	33.6%	26.2%
$1,001 to $2,000	4.1%	36.2%
Over $2,001	0.7%	17.2%
FAMILY MEMBERS		
Up to $200	8.9%	9.1%
$201 to $500	39.1%	6.5%
$501 to $1,000	39.6%	21.8%
$1,001 to $2,000	11.7%	45.2%
Over $2,001	0.6%	17.5%

MINIMUM SPENDING PROGRAM

	FACILITY SIZE	
	9 HOLE	18 HOLE
CLUBS WITH MINIMUM SPENDING PROGRAM	28.5%	50.2%
MINIMUM AMOUNT PER MONTH		
Up to $20	30.3%	19.5%
$21 to $40	42.4%	36.5%
$41 to $60	6.1%	18.8%
$61 to $100	10.6%	9.9%
Over $101	10.6%	15.3%

PRIVATE FACILITIES

GUEST FEES

AMOUNT	FACILITY SIZE 9 HOLE	18 HOLE
Up to $7.50	34.0%	2.2%
$7.51 to $10.00	42.8%	11.2%
$10.01 to $15.00	17.2%	37.0%
$15.01 to $20.00	3.7%	28.2%
Over $20.01	2.3%	21.4%

GOLF FACILITIES & SERVICES OFFERED

	FACILITY SIZE 9 HOLE	18 HOLE
GOLF		
Practice Range	62%	90%
Instruction	75%	98%
Golf Cars	90%	99%
Caddies	10%	36%
CLUBHOUSE		
Proshop	94%	99%
Lockers	77%	96%
FOOD & BEVERAGE		
Dining Room	74%	92%
Bar / Lounge	80%	94%
Snack Bar	69%	88%
OTHER		
Tennis	56%	77%
Swimming	61%	77%
Health Club	4%	10%

PRIVATE FACILITIES

ROUNDS PLAYED

	FACILITY SIZE	
	9 HOLE	18 HOLE
TOTAL ROUNDS (AVERAGE)	10000	25000
9 HOLE ROUNDS (% OF TOTAL)	49%	15.9%
NUMBER OF ROUNDS		
Up to 10000	59.2%	8.1%
10001 to 20000	26.1%	24.4%
20001 to 30000	7.8%	35.1%
30001 to 50000	5.0%	23.9%
Over 50001	1.9%	8.5%
ROUNDS PLAYED BY:		
Men	46.7%	44.0%
Women	19.3%	20.2%
Juniors	8.4%	7.7%
Seniors	26.6%	28.1%

DAILY FEE FACILITIES

DAILY FEE FACILITY HIGHLIGHTS

- The average 18 hole facility green fee is $8.50. 97% of facilities have an increased rate, averaging $10.00, for weekends.

- 40% of facilities have a special weekday rate, averaging $5.00, for juniors. 62% of facilities define a junior as being younger than 18 years old.

- Of the 18 hole facilities that have members, the average number of members is 203 with 51% of these being family members.

- If an initiation fee is required for membership, the fee is less than $400 at 66% of 18 hole facilities, and 85% of 9 hole facilities.

- Annual dues for family members are less than $750 at 72% of 18 hole facilities.

- 42% of 18 hole facilities and 30% of 9 hole facilities offer season tickets.

- 87% of 18 hole facilities offer golf instruction, 73% have a practice range. In contrast 64% of 9 hole facilities offer instruction and 51% have a practice range.

DAILY FEE FACILITIES

GREEN FEES FOR 9 HOLE FACILITY

	PERCENT OFFERING	9 HOLE ROUND	PERCENT OFFERING	18 HOLE ROUND
Weekday	100%	$5.00	100%	$7.00
Weekend	96%	$5.75	99%	$8.00
Twilight	42%	$5.00	38%	$5.50
Weekday Junior	33%	$3.00	28%	$4.50
Weekday Senior	33%	$3.50	28%	$5.50
Weekend Junior	17%	$4.00	16%	$5.25
Weekend Senior	15%	$4.50	13%	$6.00

GREEN FEES FOR 18 HOLE FACILITY

	PERCENT OFFERING	9 HOLE ROUND	PERCENT OFFERING	18 HOLE ROUND
Weekday	79%	$5.50	100%	$8.50
Weekend	76%	$6.00	97%	$10.00
Twilight	41%	$5.00	48%	$6.00
Weekday Junior	31%	$3.50	40%	$5.00
Weekday Senior	32%	$4.00	43%	$6.00
Weekend Junior	14%	$4.00	19%	$6.00
Weekend Senior	11%	$4.50	14%	$7.00

DAILY FEE FACILITIES

JUNIOR DEFINITION		SENIOR DEFINITION	
AGE	PERCENT FACILITIES	AGE	PERCENT FACILITIES
Up to 14 Years	5.5%	Over 50 Years	3%
Up to 16 Years	13%	Over 55 Years	7%
Up to 17 Years	12%	Over 60 Years	28%
Up to 18 Years	62%	Over 62 Years	37%
Up to 21 Years	6%	Over 65 Years	25%

NUMBER OF MEMBERS

	FACILITY SIZE	
	9 HOLE	18 HOLE
INDIVIDUAL MEMBERS		
Up to 25	16%	10.6%
26 to 50	29.2%	19.8%
51 to 100	26.8%	20.4%
101 to 200	19.1%	30.4%
201 to 300	5.1%	9.8%
301 to 500	2.3%	6.3%
over 501	1.6%	2.7%
FAMILY MEMBERS		
Up to 30	19.1%	17.4%
31 to 100	46.1%	32.3%
101 to 200	23.8%	25.0%
201 to 300	7.0%	14.6%
301 to 500	2.3%	7.9%
Over 501	1.6%	2.7%

DAILY FEE FACILITIES

INITIATION FEES*

	FACILITY SIZE	
	9 HOLE	18 HOLE
INDIVIDUAL MEMBERS		
Up to $100	49.5%	18.8%
$101 to $400	35.2%	48.1%
$401 to $1000	12.1%	20.6%
Over $1001	3.3%	12.5%
FAMILY MEMBERS		
Up to $100	40.6%	13.0%
$101 to $400	40.7%	45.4%
$401 to $1000	12.5%	26.1%
Over $1001	6.2%	15.5%

ANNUAL DUES

	FACILITY SIZE	
	9 HOLE	18 HOLE
INDIVIDUAL MEMBERS		
Up to $100	9.4%	4.3%
$101 to $200	39.6%	9.8%
$201 to $500	47.8%	55.7%
Over $501	3.2%	30.2%
FAMILY MEMBERS		
Up to $200	22.6%	6.1%
$201 to $500	68.0%	40.2%
$501 to $750	7.4%	26.1%
$751 to $1,000	1.2%	16.3%
Over $1001	0.8%	11.3%

*(56% of daily fee facilities have private members; of these 41% charge initiation fees)

DAILY FEE FACILITIES

SEASON TICKETS

	FACILITY SIZE	
	9 HOLE	18 HOLE
Have Season Tickets	30%	42%
Number Of Season Tickets	112	183
Season Ticket Price	$200	$300

ROUNDS PLAYED

	FACILITY SIZE	
	9 HOLE	18 HOLE
TOTAL ROUNDS (AVERAGE)	12000	32000
9 HOLE ROUNDS (% OF TOTAL)	67%	26%
NUMBER OF ROUNDS		
Up to 10000	41.4%	5.7%
10001 to 20000	38.3%	17.5%
20001 to 30000	14.0%	26.4%
30001 to 50000	4.0%	33.2%
Over 50001	2.3%	17.2%
ROUNDS PLAYED BY:		
Men	48.0%	51.0%
Women	17.4%	15.0%
Juniors	9.2%	8.0%
Seniors	25.4%	26.0%

DAILY FEE FACILITIES

GOLF FACILITIES & SERVICES OFFERED

	FACILITY SIZE	
	9 HOLE	18 HOLE
GOLF		
Practice Range	51%	73%
Instruction	64%	87%
Golf Cars	90%	97%
Caddies	3%	5%
CLUBHOUSE		
Proshop	87%	97%
Lockers	46%	66%
FOOD & BEVERAGE		
Dining Room	35%	47%
Bar / Lounge	61%	66%
Snack Bar	68%	85%
OTHER		
Tennis	10%	22%
Swimming	13%	23%
Health Club	2%	3%

MUNICIPAL FACILITIES

MUNICIPAL FACILITY HIGHLIGHTS

- The average 18 hole green fee is $7.50. 79% of facilities offer a reduced rate, averaging $5.00 for a 9 hole round.

- 63% of 18 hole facilities offer seniors a reduced weekday rate averaging $4.25. 44% of facilities define a senior as being over 62 years old.

- 55% of facilities offer season tickets. A season ticket for an 18 hole facility averages $200, for a 9 hole facility $150.

- 94% of 18 hole facilities and 81% of 9 hole facilities have a pro shop.

- Seniors account for 26% of rounds played at 18 hole facilities.

- 18 hole facilities average 50,000 rounds a year, of these 30% are 9 hole rounds. 9 hole facilities average 18,000 rounds a year of which 25% are 18 hole rounds.

MUNICIPAL FACILITIES

GREEN FEES FOR 9 HOLE FACILITY

	PERCENT OFFERING	9 HOLE ROUND	PERCENT OFFERING	18 HOLE ROUND
Weekday	100%	$4.00	100%	$6.00
Weekend	97%	$5.00	94%	$7.00
Twilight	46%	$4.00	36%	$5.00
Weekday Junior	54%	$2.75	54%	$4.00
Weekday Senior	43%	$3.00	41%	$4.50
Weekend Junior	26%	$3.00	29%	$5.00
Weekend Senior	22%	$3.50	23%	$6.00

GREEN FEES FOR 18 HOLE FACILITY

	PERCENT OFFERING	9 HOLE ROUND	PERCENT OFFERING	18 HOLE ROUND
Weekday	79%	$5.00	100%	$7.50
Weekend	72%	$5.50	98%	$8.00
Twilight	39%	$4.50	50%	$5.00
Weekday Junior	46%	$3.00	65%	$4.00
Weekday Senior	45%	$3.25	63%	$4.25
Weekend Junior	22%	$4.00	32%	$5.25
Weekend Senior	20%	$4.25	29%	$5.75

MUNICIPAL FACILITIES

JUNIOR DEFINITION		SENIOR DEFINITION	
AGE	PERCENT FACILITIES	AGE	PERCENT FACILITIES
Up to 14 Years	2%	Over 50 Years	0%
Up to 16 Years	6%	Over 55 Years	7%
Up to 17 Years	16%	Over 60 Years	27%
Up to 18 Years	68%	Over 62 Years	44%
Up to 21 Years	8%	Over 65 Years	22%

ROUNDS PLAYED

	FACILITY SIZE	
	9 HOLE	18 HOLE
TOTAL ROUNDS (AVERAGE)	18000	50000
9 HOLE ROUNDS (% OF TOTAL)	75%	30%
NUMBER OF ROUNDS		
Up to 10000	25.4%	3.7%
10001 to 20000	31.1%	6.6%
20001 to 30000	15.6%	10.3%
30001 to 50000	21.3%	34.8%
50001 to 90000	4.1%	31.1%
Over 90001	2.5%	13.5%
ROUNDS PLAYED BY:		
Men	49%	51%
Women	15%	14%
Juniors	11%	9%
Seniors	25%	26%

MUNICIPAL FACILITIES

GOLF FACILITIES & SERVICES OFFERED

	FACILITY SIZE	
	9 HOLE	18 HOLE
GOLF		
Practice Range	53%	71%
Instruction	62%	98%
Golf Cars	80%	98%
Caddies	4%	3%
CLUBHOUSE		
Proshop	81%	94%
Lockers	37%	59%
FOOD & BEVERAGE		
Dining Room	14%	28%
Bar / Lounge	24%	39%
Snack Bar	67%	89%
OTHER		
Tennis	16%	14%
Swimming	14%	7%
Health Club	1%	0%

SEASON TICKETS

	FACILITY SIZE	
	9 HOLE	18 HOLE
Have Season Tickets	54%	56%
Number Of Season Tickets	145	230
Season Ticket Price	$150	$200

EXECUTIVE & PAR 3 FACILITIES

EXECUTIVE & PAR 3 FACILITY HIGHLIGHTS

- A weekday green fee at an 18 hole facility averages $8.00, 75% of courses offer a 9 hole rate which averages $5.00.

- 57% of facilities classify a junior as being up to 18 years old, 34% classify a senior as being over 64 years old.

- Of the 18 hole facilities offering memberships 33% have more than 200 individual members and 55% have more than 200 family members.

- 38% of 18 hole facilities offer season tickets, on average selling 150 tickets at a price of $200.

- 9% of rounds at 18 hole facilities and 12% of rounds at 9 hole facilities are played by juniors.

- 18 hole facilities average a total of 40,000 rounds a year of which 30% are 9 hole rounds. 9 hole facilities average 15,000 rounds of which 24% are 18 hole.

- Golf cars are available at 85% of 18 hole facilities but caddies are only available at 8% of facilities.

EXECUTIVE & PAR 3 FACILITIES

OWNERSHIP TYPE

TYPE	NUMBER	PERCENT
Private	79	22%
Daily Fee	190	53%
Municipal	90	25%
Total	359	100%

GREEN FEES FOR 9 HOLE FACILITY

	PERCENT OFFERING	9 HOLE ROUND	PERCENT OFFERING	18 HOLE ROUND
Weekday	100%	$3.75	82%	$5.00
Weekend	92%	$4.00	73%	$6.00
Twilight	52%	$3.50	35%	$5.00
Weekday Junior	39%	$3.00	29%	$4.25
Weekday Senior	45%	$3.00	36%	$4.00
Weekend Junior	31%	$3.25	22%	$4.50
Weekend Senior	35%	$3.25	27%	$4.50

GREEN FEES FOR 18 HOLE FACILITY

	PERCENT OFFERING	9 HOLE ROUND	PERCENT OFFERING	18 HOLE ROUND
Weekday	75%	$5.00	100%	$8.00
Weekend	69%	$5.50	98%	$9.00
Twilight	41%	$5.00	56%	$6.00
Weekday Junior	28%	$3.00	39%	$4.25
Weekday Senior	29%	$3.25	43%	$4.50
Weekend Junior	15%	$3.00	21%	$4.75
Weekend Senior	14%	$3.25	20%	$5.00

EXECUTIVE & PAR 3 FACILITIES

JUNIOR DEFINITION		SENIOR DEFINITION	
AGE	PERCENT FACILITIES	AGE	PERCENT FACILITIES
Up to 14 Years	7%	Over 50 Years	1%
Up to 16 Years	15%	Over 55 Years	11%
Up to 17 Years	15%	Over 60 Years	34%
Up to 18 Years	57%	Over 62 Years	31%
Up to 21 Years	6%	Over 65 Years	23%

NUMBER OF MEMBERS

	FACILITY SIZE	
	9 HOLE	18 HOLE
INDIVIDUAL MEMBERS		
Up to 25	18.6%	15.9%
26 to 50	27.9%	8.7%
51 to 100	20.9%	26.1%
101 to 200	7.0%	15.9%
201 to 300	7.0%	8.7%
301 to 500	16.3%	8.7%
Over 501	2.3%	15.9%
FAMILY MEMBERS		
Up to 30	30.2%	7.7%
31 to 100	23.3%	23.1%
101 to 200	18.6%	13.8%
201 to 300	9.3%	10.8%
301 to 500	9.3%	27.7%
Over 501	9.3%	16.9%

EXECUTIVE & PAR 3 FACILITIES

INITIATION FEES

	FACILITY SIZE	
	9 HOLE	18 HOLE
INDIVIDUAL MEMBERS		
Up to $100	64.3%	16.7%
$101 to $400	28.6%	26.7%
$401 to $1,000	7.1%	16.7%
$1001 to $4000	0.0%	13.3%
Over $4001	0.0%	26.6%
FAMILY MEMBERS		
Up to $100	43.8%	5.7%
$101 to $400	18.8%	17.1%
$401 to $1,000	18.8%	17.1%
$1001 to $4000	6.1%	28.6%
Over $4001	12.5%	31.5%

ANNUAL DUES

	FACILITY SIZE	
	9 HOLE	18 HOLE
INDIVIDUAL MEMBERS		
Up to $100	28.2%	6.6%
$101 to $200	38.5%	11.5%
$201 to $500	23.1%	41.0%
$501 to $1000	10.3%	27.9%
Over $1001	0.0%	13.1%
FAMILY MEMBERS		
Up to $200	47.6%	4.9%
$201 to $500	26.2%	14.8%
$501 to $750	9.5%	27.9%
$751 to $1,000	9.5%	14.8%
$1001 to $2000	2.4%	34.4%
Over $2001	4.8%	3.3%

EXECUTIVE & PAR 3 FACILITIES

SEASON TICKETS

	FACILITY SIZE	
	9 HOLE	18 HOLE
Have Season Tickets	34%	38%
Number Of Season Tickets	45	150
Season Ticket Price	$120	$200

ROUNDS PLAYED

	FACILITY SIZE	
	9 HOLE	18 HOLE
TOTAL ROUNDS (AVERAGE)	15000	40000
9 HOLE ROUNDS (% OF TOTAL)	76%	30%
NUMBER OF ROUNDS		
Up to 10000	38.1%	9.2%
10001 to 20000	30.6%	13.6%
20001 to 30000	10.4%	16.0%
30001 to 50000	11.9%	32.0%
Over 50001	9.0%	29.1%
ROUNDS PLAYED BY:		
Men	33.0%	34.7%
Women	20.7%	17.4%
Juniors	12.3%	9.3%
Seniors	34.0%	38.6%

EXECUTIVE & PAR 3 FACILITIES

GOLF FACILITIES & SERVICES OFFERED

	FACILITY SIZE	
	9 HOLE	18 HOLE
GOLF		
Practice Range	35%	71%
Instruction	61%	88%
Golf Cars	35%	85%
Caddies	3%	8%
CLUBHOUSE		
Proshop	74%	90%
Lockers	17%	49%
FOOD & BEVERAGE		
Dining Room	19%	45%
Bar / Lounge	30%	56%
Snack Bar	54%	87%
OTHER		
Tennis	22%	36%
Swimming	24%	35%
Health Club	3%	9%

RESORT FACILITIES

RESORT FACILITY HIGHLIGHTS

- The weekday green fee at a 27 hole or larger facility is $20.00, this compares with $13.00 at an 18 hole facility and $9.00 at a 9 hole facility.

- 22% of 18 hole facilities offer a junior weekday rate, this rate averages $6.00. 62% of facilities define a junior as being up to 18 years old.

- 45% of 27 hole or larger facilities offer memberships. On average there are 362 members at these facilities, 72% of these are family memberships.

- 31% of 18 hole facilities have initiation fees for individual members of over $4,000.

- Season tickets are offered at 29% of 18 hole facilities, the average price of these tickets is $275.

- Seniors account for 32% of rounds played at 18 hole facilities.

- 27 hole or larger facilities average 50,000 rounds a year, 12% of these are 9 hole rounds. 18 hole facilities average 25,000 rounds a year of which 19% are 9 hole rounds

RESORT FACILITIES

OWNERSHIP TYPE

TYPE	NUMBER	PERCENT
Private	94	21%
Daily Fee	311	69%
Municipal	45	10%
Total	450	100%

GREEN FEES FOR 9 HOLE FACILITY

	PERCENT OFFERING	9 HOLE ROUND	PERCENT OFFERING	18 HOLE ROUND
Weekday	100%	$6.00	97%	$9.00
Weekend	94%	$6.00	89%	$10.00
Twilight	55%	$6.00	42%	$7.50
Weekday Junior	26%	$3.50	22%	$6.00
Weekday Senior	22%	$4.00	19%	$6.00
Weekend Junior	20%	$3.50	19%	$6.25
Weekend Senior	15%	$5.00	15%	$8.00

RESORT FACILITIES

GREEN FEES FOR 18 HOLE FACILITY

	PERCENT OFFERING	9 HOLE ROUND	PERCENT OFFERING	18 HOLE ROUND
Weekday	75%	$8.00	100%	$13.00
Weekend	71%	$8.25	96%	$14.00
Twilight	45%	$7.00	58%	$10.00
Weekday Junior	15%	$4.00	22%	$6.00
Weekday Senior	13%	$4.00	19%	$6.00
Weekend Junior	12%	$4.00	19%	$6.00
Weekend Senior	7%	$5.50	11%	$8.50

GREEN FEES FOR 27 HOLE FACILITY

	PERCENT OFFERING	9 HOLE ROUND	PERCENT OFFERING	18 HOLE ROUND
Weekday	66%	$11.00	100%	$20.00
Weekend	60%	$11.25	92%	$20.00
Twilight	40%	$9.00	58%	$15.00
Weekday Junior	25%	$5.00	31%	$9.50
Weekday Senior	*	*	*	*
Weekend Junior	19%	$5.00	23%	$10.00
Weekend Senior	*	*	*	*

RESORT FACILITIES

JUNIOR DEFINITION		SENIOR DEFINITION	
AGE	PERCENT FACILITIES	AGE	PERCENT FACILITIES
Up to 14 Years	9%	Over 50 Years	9%
Up to 16 Years	11%	Over 55 Years	14%
Up to 17 Years	10%	Over 60 Years	27%
Up to 18 Years	62%	Over 62 Years	30%
Up to 21 Years	8%	Over 65 Years	20%

NUMBER OF MEMBERS

	FACILITY SIZE		
	9 HOLE	18 HOLE	27 HOLES OR MORE
INDIVIDUAL MEMBERS			
Up to 25	17.5%	12.4%	7.1%
26 to 50	25.0%	24.8%	21.4%
51 to 100	22.5%	21.7%	26.2%
101 to 200	27.5%	14.0%	16.7%
201 to 300	2.5%	15.5%	4.8%
Over 301	5.0%	11.7%	23.8%
FAMILY MEMBERS			
Up to 30	26.8%	12.5%	6.3%
31 to 100	51.2%	28.1%	20.8%
101 to 200	7.3%	17.2%	16.7%
201 to 300	7.3%	14.8%	12.5%
301 to 500	2.4%	20.3%	22.9%
Over 501	4.9%	7.0%	20.8%

RESORT FACILITIES

INITIATION FEES

	FACILITY SIZE		
	9 HOLE	18 HOLE	27 HOLES OR MORE
INDIVIDUAL MEMBERS			
Up to $100	*	7.3%	6.9%
$101 to $400	*	12.7%	13.8%
$401 to $1000	*	23.7%	13.8%
$1001 to $4000	*	21.8%	44.8%
$4001 to $10000	*	20.0%	17.2%
Over $10001	*	10.9%	3.4%
FAMILY MEMBERS			
Up to $100	*	6.1%	10.5%
$101 to $400	*	10.6%	10.5%
$401 to $1000	*	25.8%	52.6%
$1001 to $4000	*	31.8%	18.4%
$4001 to $10000	*	21.2%	5.3%
Over $10001	*	4.5%	2.6%

ANNUAL DUES

	FACILITY SIZE		
	9 HOLE	18 HOLE	27 HOLES OR MORE
INDIVIDUAL MEMBERS			
Up to $100	8.3%	4.8%	2.4%
$101 to $200	36.1%	10.4%	12.2%
$201 to $500	50.0%	44.0%	26.8%
$501 to $1000	5.6%	24.0%	34.1%
$1001 to $2000	0.0%	11.2%	17.1%
Over $2001	0.0%	5.6%	7.3%
FAMILY MEMBERS			
Up to $200	17.1%	9.2%	6.3%
$201 to $500	65.9%	35.4%	16.7%
$501 to $750	7.3%	24.6%	16.7%
$751 to $1,000	2.4%	9.2%	12.5%
$1001 to $2000	4.9%	17.7%	35.4%
Over $2001	2.4%	3.8%	12.5%

RESORT FACILITIES

SEASON TICKETS

	FACILITY SIZE		
	9 HOLE	18 HOLE	27 HOLES OR MORE
Have Season Tickets	45%	29%	16%
Number Of Season Tickets	100	95	200
Season Ticket Price	$185	$275	$325

ROUNDS PLAYED

	FACILITY SIZE		
	9 HOLE	18 HOLE	27 HOLES OR MORE
TOTAL ROUNDS (AVERAGE)	13750	25000	50000
9 HOLE ROUNDS (% OF TOTAL)	68%	19%	12%
NUMBER OF ROUNDS			
Up to 10000	40.7%	6.9%	4.4%
10001 to 20000	43.0%	26.6%	5.5%
20001 to 30000	10.5%	32.0%	13.2%
30001 to 50000	1.2%	22.0%	27.5%
50001 to 90000	4.7%	9.3%	28.6%
Over 90001	0.0%	3.1%	20.9%
ROUNDS PLAYED BY:			
Men	43%	43%	43%
Women	20%	18%	18%
Juniors	8%	7%	5%
Seniors	29%	32%	34%

RESORT FACILITIES

GOLF FACILITIES & SERVICES OFFERED

	FACILITY SIZE		
	9 HOLE	18 HOLE	27 HOLES OR MORE
GOLF			
Practice Range	43%	81%	92%
Instruction	66%	94%	99%
Golf Cars	86%	99%	100%
Caddies	4%	3%	7%
CLUBHOUSE			
Proshop	88%	98%	100%
Lockers	34%	65%	77%
FOOD & BEVERAGE			
Dining Room	45%	66%	86%
Bar / Lounge	60%	74%	93%
Snack Bar	68%	85%	90%
OTHER			
Tennis	40%	60%	87%
Swimming	48%	60%	85%
Health Club	6%	20%	41%

Operation Profiles

GOLF COURSE OPERATIONS SURVEY

OPERATION PROFILES

OVERVIEW

This section concentrates on five operations that are common to many facilities, the pro shop, golf cars, club repair, the practice range and golf instruction. Some of the information presented in these profiles is also included in the regional comparisons section of this report.

The operation profiles are divided by the five facility types used in the previous section of this report. The first line of each section outlines the sample size; this is the number of facilities questioned for this report that had the particular operation.

PRO SHOP

The pro shop data is analyzed in two ways: First by the five facility types, then by the size of shop as measured by total annual dollar sales.

- In terms of square feet used by the shop, resort facilities are the largest occupying on average 900 sq. ft. Daily fee and executive / par 3 facilities have the smallest, averaging 600 sq. ft.

- Private clubs carry the largest in-season inventory at $45,000, reducing this inventory by 48% out of season.

- Private clubs, averaging $100,000, have the largest sales turnover, daily fee clubs, averaging $40,000 have the smallest.

- Daily fee and municipal facilities do much of their business in small items. For example, glove and ball sales represent 41% of their sales. Private and resort clubs have over over 30% of their business in apparel sales.

- High sales volume shops have an average shop size of 1,300 sq. ft; low sales volume shops average 600 sq. ft.

- A larger number of brands are carried at high turnover shops. For example, high turnover shops carry an average of nine brands of apparel; low turnover shops carry three brands. The wide brand proliferation at larger shops does not mean a full product line in each brand; some brands may be carried only in selected items such as hats and visors.

- High sales volume shops have 51% of their business in apparel and golf clubs; low sales volume shops have 50% of their sales in gloves and balls.

GOLF CARS

- 95% of facilities have golf cars. Golf cars are most predominant at resort facilities and least predominant at municipal facilities.

- Resort facilities have the most cars with an average of 70 per facility, executive and par 3 courses average the least with 27 cars.

- Ownership of golf cars by the facility is more common than leasing.

- Requiring golf car use by all players occurs at 24% of resort facilities but less than 1% of municipal facilities.

- Continuous golf car paths are most common at resort facilities where they are found at 28% of courses and least common at daily fee facilities were they are installed at 10% of courses.

- 62% of rounds played on resort facilities use golf cars, contrasting with 30% of rounds at municipal facilities using cars.

REPAIR

- Club repair is offered at 96% of private clubs, but only 66% of executive / par 3 facilities.

OPERATION PROFILES

- Most facilities use a mixture of on-site and off-site resources for their club repair work.

- Private facilities have the highest net income from the repair operation, averaging $1,500 a year; resort facilities have the lowest, averaging $750.

- Custom club assembly is most common at private clubs with 20% of facilities involved and, least common at resorts where 12% of facilities build clubs.

PRACTICE RANGE

- 86% of private clubs have ranges but only 57% of executive / par 3 facilities have them.

- Though only 56% of executive / par 3 facilities have practice ranges, the facilities that do have ranges have relatively large operations as measured by gross income, averaging $18,000 annually.

- Range memberships are most common at private facilities where 48% of clubs with ranges offer a range plan.

GOLF INSTRUCTION

- Golf instruction is offered least frequently at daily fee courses where 78% of facilities give lessons.

- At an average price of $11.50, lessons at municipal facilities are least expensive.

- 54% of facilities offer series of lessons. Lessons given as part of a series average a 25% discount over single lesson prices.

- 60% of facilities offer group lessons, with an average group size of 7, giving a 60% discount over individual lesson prices.

- Video equipment, available as a teaching aide, is seen most frequently at private clubs where 46% of facilities offer this service.

PRO SHOP

	FACILITY TYPE				
	Private	Daily-Fee	Municipal	Exec/Par3	Resort
SIZE OF SAMPLE	1457	1030	469	298	432
FACILITIES WITH PRO SHOP	98%	93%	90%	83%	96%
SHOP SIZE (Square Feet)	800	600	720	600	900
INVENTORY (Wholesale Value)					
In Season	$45000	$20000	$25000	$20000	$40000
Off Season	$22000	$8000	$11500	$10000	$20000
PERCENT OF TOTAL SALES					
Apparel	31	18	14	23	37
Golf Balls	18	30	29	27	21
Golf Clubs	15	15	16	16	12
Golf Gloves	10	11	12	9	10
Golf Bags	8	8	9	8	6
Golf Shoes	9	8	11	9	8
Miscellaneous	9	10	9	8	8
SALES INCENTIVES					
Accept Club Trade Ins	61%	61%	60%	47%	51%
Discount Merchandise	86%	79%	77%	68%	76%
YEARLY INCOME					
Total Sales	$100000	$40000	$50000	$40000	$85000
Net Income	$20000	$10000	$12000	$10000	$20000

PRO SHOP

DESCRIPTION OF SAMPLE	SALES VOLUME [1] LOW	MEDIUM	HIGH
Sample Size (Number)	804	1660	874
Percent of Pro Shops	24%	50%	26%
Average Shop Size (Square Feet)	600	850	1300
NUMBER OF BRANDS IN STOCK			
Golf Clubs: Woods	4	5	7
Irons	4	6	8
Utility	4	5	6
Putters	5	6	8
Golf Balls	7	7	9
Golf Bags	2	3	3
Golf Gloves	2	2	3
Golf Shoes	2	2	2
Apparel	3	5	9
QUANTITY IN STOCK (In Season)			
Golf Clubs: Woods (Sets)	6	9	15
Irons (Sets)	6	10	16
Utility (Pieces)	19	30	60
Putters (Pieces)	27	51	80
Golf Balls (Dozens)	98	185	260
Golf Bags (Pieces)	12	27	37
Golf Gloves (Dozens)	27	52	95
Golf Shoes (Pairs)	35	75	160
PERCENT OF TOTAL SALES			
Apparel	15%	25%	35%
Golf Balls	38%	20%	14%
Golf Clubs	11%	15%	16%
Golf Gloves	12%	11%	9%
Golf Bags	8%	10%	8%
Golf Shoes	7%	10%	10%
Miscellaneous	9%	9%	8%

[1] Low=Up to $25,000; Medium=$25,001 to $120,000; High=Over $120,000

GOLF CARS

	FACILITY TYPE				
	Private	Daily-Fee	Municipal	Exec/Par3	Resort
DESCRIPTION OF SAMPLE					
Sample Size (Number)	1442	1040	490	345	432
FACILITIES WITH GOLF CARS	97%	94%	94%	96%	96%
GOLF CAR FLEET					
Number of Cars (Per 18 Holes)	50	48	38	27	70
Average Car Age (Years)	3.6	4.2	3.4	4.0	3.5
Inventory Value	$50000	$30000	$40000	$30000	$67500
Own vs. Lease					
Cars Owned	67%	66%	68%	48%	65%
Cars Leased	16%	13%	26%	12%	18%
Owned & Leased (Mix)	17%	21%	6%	40%	17%
GOLF CAR FEES					
9 Hole Round	$4.50	$5.00	$6.00	$5.00	$5.00
18 Hole Round	$8.00	$9.00	$11.00	$8.00	$9.00
GOLF CAR USAGE					
Golf Cars Required	9.4%	3.3%	0.8%	4.5%	24.0%
Percent of Rounds Using Cars	68%	50%	30%	42%	62%
CONTINUOUS CAR PATHS	25%	10%	15%	14%	28%
PRIVATELY OWNED GOLF CARS					
Allowed	36%	48%	45%	28%	43%
Trail Fee (Per Month)	$25	$11	$9	$14	$25
Storage Fee (Per Month)	$15	$11	$11	$15	$20
Right Seat Fee Required	12%	9%	8%	7%	14%
Fee Per Round	$7	$5	$5	$5	$7
YEARLY INCOME					
Gross Income	$86000	$40000	$60000	$40000	$100000
Net Income	$40000	$20000	$30000	$26000	$60000

CLUB REPAIR

	FACILITY TYPE				
	Private	Daily-Fee	Municipal	Exec/Par3	Resort
SIZE OF SAMPLE	1428	941	443	237	396
FACILITIES OFFERING REPAIR	96%	85%	85%	66%	88%
REPAIR LOCATION					
On Site	13%	13%	16%	13%	11%
Off Site	10%	28%	26%	22%	22%
Mix Of On & Off Site	77%	59%	58%	65%	67%
REPAIR CHARGES					
Regrip	$4.25	$4.00	$4.00	$4.00	$4.00
Rewhip Wood	$2.00	$2.00	$2.00	$2.00	$2.00
Refinish Wood	$16.00	$15.00	$15.00	$15.00	$16.00
Shaft Replacement	$18.00	$15.00	$16.00	$15.00	$16.00
Lie/Loft Adjustment	$3.00	$3.00	$3.00	$3.00	$3.00
INVENTORY					
Supples & Equipment	$650	$500	$500	$500	$500
YEARLY INCOME					
Gross Income	$3000	$1500	$2000	$2500	$1500
Net Income	$1500	$800	$1000	$1000	$750
CUSTOM CLUB ASSEMBLY					
Available	20%	16%	15%	14%	12%
Number Assembled (pieces)	56	70	50	50	50
Price Per Wood	$60	$55	$50	$55	$60
Price Per Iron	$35	$30	$30	$30	$35

PRACTICE RANGE

	FACILITY TYPE				
	Private	Daily-Fee	Municipal	Exec/Par3	Resort
DESCRIPTION OF SAMPLE					
Sample Size (Number)	1487	1107	521	359	450
FACILITIES WITH RANGE	86%	64%	67%	56%	75%
PRICE PER BUCKET					
Large	$2.00	$2.00	$2.00	$2.00	$2.00
Small	$1.25	$1.00	$1.00	$1.50	$1.25
BALLS PER BUCKET					
Large	55	55	60	60	55
Small	30	30	30	30	30
NUMBER OF TEE STATIONS	15	15	18	20	15
MEMBERSHIPS PLAN					
Offer Memberships	48%	14%	10%	10%	21%
Cost of Membership	$90	$75	$80	$100	$100
YEARLY INCOME					
Gross Income	$9000	$6000	$13000	$18000	$10000
Net Income	$4500	$4000	$6250	$10000	$5000
INCOME PER ROUND					
Gross	$0.37	$0.25	$0.31	$0.62	$0.40
Net	$0.18	$0.17	$0.15	$0.34	$0.20

GOLF INSTRUCTION

	FACILITY TYPE				
	Private	Daily-Fee	Municipal	Exec/Par3	Resort
DESCRIPTION OF SAMPLE					
Sample Size (Number)	1487	1107	521	359	450
FACILITIES WITH INSTRUCTION	94%	78%	81%	90%	90%
NUMBER OF INSTRUCTORS					
One	29%	60%	42%	47%	37%
Two	38%	27%	30%	30%	28%
Three	23%	9%	16%	11%	17%
Four or more	10%	4%	12%	12%	18%
INDIVIDUAL LESSONS					
Price	$15.00	$11.50	$12.50	$14.00	$15.00
Length:					
30 Minutes	72%	75%	73%	81%	75%
45 Minutes	12%	13%	14%	10%	13%
Other	16%	12%	13%	9%	12%
LESSON SERIES (Individual)					
Available	59%	52%	51%	50%	56%
Price Per Lesson	$10.00	$10.00	$10.00	$10.00	$11.50
Number of Lessons	6	5	6	6	6
GROUP LESSONS					
Available	66%	55%	67%	63%	61%
Group Size	8	6	7	8	6
Price Per Lesson	$5.00	$4.00	$5.00	$5.00	$4.00
Number of Lessons	5	5	5	5	5
JUNIORS					
Junior Rates	56%	42%	52%	39%	46%
Club Professional Involved With High School Golf Program	29%	29%	39%	32%	24%
VIDEO EQUIPMENT					
Available For Lessons	46%	24%	28%	27%	41%

Regional Comparisons

GCSAA PGA NGF NATIONAL GOLF FOUNDATION

GOLF COURSE OPERATIONS SURVEY

REGIONAL COMPARISONS

OVERVIEW

The nature of golf course operations differs considerably around the United States due to climatic, economic, demographic and cultural variations. To highlight these variations, selected variables collected in the operations survey are analyzed by region.

THE REGIONS

The regions used in this analysis are the nine major census regions as used by the United States Bureau of the Census. The regions are presented in the map on the following page.

BY FACILITY TYPE

A separate regional analysis is done for each of the five facility types as used in the **Facility Profiles** section of this report.

GENERAL

The first column of the analysis presents a figure for the whole United States, these figures may be used as national averages with which to compare individual regions. The sample size figure gives the number of facilities, of the type being considered, that were sampled in each region. Not all the data collected is analyzed by region. The variables in this analysis were either chosen because they highlight regional differences, or because they show unexpected similarity between regions.

Regions Used In The Analysis

REGIONAL COMPARISONS

PRIVATE FACILITIES

- 28% of private rounds in the East North Central region are played by women whereas only 15% of rounds in the South Atlantic and West South Central regions are played by women.

- The private golf season in the Pacific region averaging 350 days a year is the longest, this contrasts with the shortest season averaging 210 days annually for facilities in the West North Central Region.

- 12% of private golf clubs in the West South Central region have health clubs, this compares with only 3% of clubs in the Pacific region.

- Golf cars are required at 17.8%of New England's private facilities but at only 1.4% of the facilities in the East North Central Region.

DAILY FEE FACILITIES

- Daily Fee facilities in the West North Central region have the least number of rounds played, at 13,500 annually; the Pacific region has the most at 40,000 rounds annually.

- 34% of rounds at daily fee facilities in the Pacific Region are played by seniors; this contrasts with 19% of rounds played by seniors in the East North Central region.

- Daily fee facilities in five regions share the same average weekend green fee of $10.00. The East South Central region averaging $7.50, has the least expensive green fee.

- The caddie system is still strong in New England's daily fee facilities where 11% of facilities offer this service. This contrasts strongly with three of the regions where none of the facilities sampled offered a caddie service.

- Amongst daily fee facilities, the use of golf cars is most prevalent in the East South Central region where 71% of rounds are played using golf cars. The use of cars is least prevalent in the New England region where 30% of rounds are played using golf cars.

MUNICIPAL FACILITIES

- Pacific region municipal facilities cater to the most rounds of golf, averaging 72,000 rounds annually. Facilities in the West North Central region, on average, have the least at 30,000 annually.

REGIONAL COMPARISONS

- Men play 65% of municipal rounds in the West South Central region but only 46% of rounds in the East North Central region.

- Only 9% of municipal facilities in the South Atlantic region offer season tickets compared with 67% of the West North Central's facilities.

- Practice ranges are operated at 91% of the municipal courses in the Mountain region but at only 33% of the New England municipals.

- Requiring the use of golf cars is uncommon at municipal courses. Required golf cars, at 3.4% of municipal facilities, is most common in the Mid Atlantic region.

EXECUTIVE & PAR 3 FACILITIES

- Seniors play a large proportion of the rounds at executive facilities. Senior play, averaging 49% of rounds played, is most predominant in the Mountain region.

- 78% of executive / par 3 facilities in the Mountain region have practice ranges; only 20% of the New England courses have ranges.

- A high proportion of executive / par 3 facilities have swimming pools, this rises to a maximum in the Mountain region where 56% of facilities have pools; in contrast only 11% of facilities in the West North Central region have pools.

- Executive / par 3 facilities have a high usage rate of golf cars; the facilities from four regions average over 40% of their rounds being played using golf cars.

RESORT FACILITIES

- Junior play at resort facilities is relatively low, it rises to a maximum in the New England region where 10% of rounds played are by Juniors.

- 81% of rounds at resort facilities in the East South Central region, versus 40% of rounds in the East North Central region, use golf cars.

- Apparel sales account for a large percentage of the pro shop business at resort facilities. Apparel sales are most important at pro shops in the South Atlantic region accounting for 40% of sales.

PRIVATE FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
DESCRIPTION OF SAMPLE										
Sample Size (Number)	1469	84	209	270	168	295	101	159	67	116
Sample Size (Percent)	30%	33%	35%	38%	25%	29%	25%	26%	30%	30%
ROUNDS PLAYED										
Number of Rounds	24000	20000	24000	21750	20000	26000	20000	27200	33000	39000
Rounds Played By:										
Men	44%	42%	42%	43%	44%	42%	54%	56%	37%	39%
Women	20%	22%	24%	28%	23%	15%	16%	15%	21%	18%
Juniors	8%	7%	7%	7%	10%	7%	8%	7%	7%	7%
Seniors	28%	29%	27%	22%	23%	36%	22%	22%	35%	36%
LENGTH OF SEASON										
Days	280	230	242	220	210	330	305	310	290	350
MEMBERSHIPS										
Total Memberships	475	386	410	350	320	550	503	850	650	470
Initiation Fee	$1800	$1500	$1500	$1250	$620	$2000	$950	$2750	*	$2625
Annual Dues	$1020	$1350	$1350	$1050	$570	$980	$680	$955	$1050	$810
Guest Fee	$15.00	$15.00	$16.00	$15.00	$12.00	$15.00	$11.00	$16.50	$15.00	$15.00

PRIVATE FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
GREEN FEES										
Weekday (18 Hole)	-	-	-	-	-	-	-	-	-	-
Weekend (18 Hole)	-	-	-	-	-	-	-	-	-	-
Junior Rates Offered	-	-	-	-	-	-	-	-	-	-
Senior Rates Offered	-	-	-	-	-	-	-	-	-	-
Season Tickets Offered	-	-	-	-	-	-	-	-	-	-
PGA PROFESSIONAL	88%	90%	96%	90%	71%	95%	82%	79%	90%	94%
CLUB FACILITIES & SERVICES										
Practice Range	86%	74%	82%	89%	78%	92%	80%	89%	91%	90%
Golf Cars	97%	99%	99%	99%	95%	99%	97%	92%	98%	97%
Caddies	32%	64%	63%	46%	23%	15%	14%	11%	19%	23%
Proshop	98%	100%	99%	99%	95%	98%	99%	95%	98%	98%
Lockers	93%	96%	98%	97%	86%	94%	94%	87%	82%	96%
Dining Room	89%	92%	97%	97%	89%	82%	80%	85%	76%	96%
Bar / Lounge	90%	90%	95%	95%	93%	88%	89%	90%	87%	97%
Tennis	73%	70%	74%	72%	58%	88%	85%	87%	61%	54%
Swimming	75%	61%	78%	76%	62%	79%	90%	87%	58%	66%
Health Club	9%	7%	10%	9%	4%	11%	12%	17%	6%	3%

PRIVATE FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
GOLF CARS										
Require Golf Car	9.4%	17.8%	11.0%	1.4%	3.5%	17.0%	3.0%	5.0%	7.4%	6.9%
Rounds Using Golf Car	68%	56%	62%	41%	61%	76%	80%	84%	65%	58%
18 Hole Golf Car Fee	$8.00	$9.00	$10.00	$10.00	$9.00	$7.00	$6.50	$7.50	$8.50	$7.50
PRACTICE RANGE										
Large Bucket of Range Balls	$2.00	$2.00	$2.00	$2.00	$2.00	$1.75	$1.75	$2.00	$2.00	$2.00
Individual Lesson (30 min)	$15.00	$15.00	$15.00	$10.00	$15.00	$13.00	$10.75	$15.00	$15.00	$15.00
Junior Rates Offered	42%	38%	42%	50%	42%	38%	35%	36%	49%	53%
PRO SHOP										
Size (square feet)	800	750	700	800	720	850	800	1000	1000	1000
Sales By Product:										
Clubs	16%	16%	16%	14%	17%	14%	15%	13%	14%	15%
Balls	19%	16%	16%	16%	22%	17%	23%	22%	14%	15%
Apparel	32%	33%	32%	35%	27%	31%	23%	29%	38%	36%
Bags	8%	9%	9%	9%	8%	9%	9%	8%	8%	8%
Gloves	10%	9%	9%	9%	10%	11%	12%	10%	9%	9%
Shoes	9%	9%	10%	9%	9%	9%	10%	9%	8%	10%
Other	6%	8%	8%	8%	7%	9%	8%	9%	9%	7%
Offer Discount	86%	81%	91%	84%	82%	89%	92%	84%	82%	84%
Discount Amount	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%

DAILY FEE FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
DESCRIPTION OF SAMPLE										
Sample Size (Number)	1088	89	107	344	151	176	35	47	57	82
Sample Size (Percent)	20%	19%	13%	23%	26%	20%	16%	17%	20%	15%
ROUNDS PLAYED										
Number of Rounds	24250	19000	27000	24000	13500	35000	35000	15000	20000	40000
Rounds Played By:										
Men	50%	45%	48%	53%	51%	48%	62%	59%	42%	41%
Women	15%	17%	16%	17%	18%	12%	11%	8%	18%	16%
Juniors	9%	10%	9%	9%	9%	7%	8%	8%	9%	9%
Seniors	26%	28%	27%	21%	24%	33%	19%	25%	31%	34%
LENGTH OF SEASON										
Days	240	222	220	210	200	350	300	310	295	350
MEMBERSHIPS										
Total Memberships	180	203	161	138	160	250	287	221	195	195
Initiation Fee	$245	$245	$245	$230	$165	$325	$135	$225	$380	$275
Annual Dues	$340	$410	$440	$300	$195	$500	$275	$315	$310	$480
Guest Fee	$9.00	$10.00	$10.00	$8.50	$7.50	$10.00	$8.00	$7.00	$9.00	$10.75

DAILY FEE FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
GREEN FEES										
Weekday (18 Hole)	$8.00	$9.00	$8.00	$8.00	$7.00	$8.00	$[illegible].75	$6.00	$8.00	$9.00
Weekend (18 Hole)	$9.00	$10.00	$10.00	$9.00	$8.25	$10.00	$7.50	$8.00	$10.00	$10.00
Junior Rates Offered	34%	21%	27%	39%	23%	27%	20%	30%	40%	68%
Senior Rates Offered	35%	29%	42%	48%	20%	27%	17%	25%	19%	43%
Season Tickets Offered	31%	21%	34%	42%	26%	16%	20%	15%	47%	44%
PGA PROFESSIONAL	55%	52%	63%	46%	22%	76%	63%	55%	74%	85%
CLUB FACILITIES & SERVICES										
Practice Range	64%	51%	54%	60%	54%	77%	71%	68%	96%	78%
Golf Cars	94%	92%	97%	96%	85%	98%	94%	94%	98%	96%
Caddies	4%	11%	6%	3%	3%	3%	0%	0%	0%	7%
Proshop	93%	93%	96%	94%	79%	95%	97%	98%	98%	99%
Lockers	58%	70%	74%	56%	54%	68%	51%	38%	49%	50%
Dining Room	42%	47%	56%	42%	44%	36%	26%	15%	51%	48%
Bar / Lounge	64%	73%	77%	71%	66%	52%	40%	30%	67%	62%
Tennis	17%	19%	19%	8%	8%	41%	29%	28%	17%	18%
Swimming	19%	11%	23%	9%	11%	41%	31%	36%	19%	15%
Health Club	2%	2%	6%	2%	1%	2%	0%	2%	3%	4%

DAILY FEE FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
GOLF CARS										
Require Golf Car	3.3%	0%	2.8%	1.4%	0%	13.6%	3%	0%	0%	1.2%
Rounds Using Golf Car	49%	30%	49%	41%	49%	70%	71%	66%	49%	36%
18 Hole Golf Car Fee	$9.00	$11.00	$11.00	$10.00	$10.00	$7.00	$6.00	$9.25	$12.00	$12.00
PRACTICE RANGE										
Large Bucket of Range Balls	$2.00	$2.00	$2.00	$2.00	$2.00	$1.50	$2.00	$2.00	$1.75	$2.00
Individual Lesson (30 min)	$12.00	$12.00	$12.50	$10.00	$10.00	$10.00	$11.00	$10.00	$12.00	$13.75
Junior Rates	29%	30%	31%	29%	25%	33%	26%	*	*	*
PRO SHOP										
Size (square feet)	600	450	600	500	400	800	775	675	600	800
Sales By Product:										
Clubs	17%	17%	17%	14%	18%	13%	16%	16%	14%	16%
Balls	32%	31%	29%	32%	35%	26%	30%	31%	21%	25%
Apparel	20%	16%	16%	16%	15%	23%	15%	13%	30%	18%
Bags	8%	9%	10%	8%	9%	8%	8%	8%	8%	9%
Gloves	11%	11%	11%	12%	10%	11%	14%	12%	12%	10%
Shoes	8%	9%	9%	8%	7%	9%	9%	11%	7%	12%
Other	4%	7%	8%	10%	6%	10%	8%	9%	8%	10%
Offer Discount	79%	75%	89%	82%	67%	79%	80%	77%	75%	89%
Discount Amount	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%

MUNICIPAL FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
DESCRIPTION OF SAMPLE										
Sample Size (Number)	575	15	29	125	107	107	31	46	67	48
Sample Size (Percent)	27%	18%	16%	32%	35%	54%	27%	21%	31%	23
ROUNDS PLAYED										
Number of Rounds	42000	45000	41000	41500	30000	58200	35000	50000	49000	72000
Rounds Played By:										
Men	51%	50%	47%	46%	50%	48%	59%	67%	46%	45%
Women	14%	11%	12%	16%	16%	12%	11%	7%	17%	13%
Juniors	9%	10%	9%	10%	11%	9%	10%	9%	10%	7%
Seniors	26%	29%	32%	25%	24%	31%	20%	21%	27%	35%
LENGTH OF SEASON										
Days	270	255	215	225	210	349	330	330	277	352
MEMBERSHIPS										
Number of Memberships	-	-	-	-	-	-	-	-	-	-
Initiation Fee	-	-	-	-	-	-	-	-	-	-
Annual Dues	-	-	-	-	-	-	-	-	-	-
Guest Fee	-	-	-	-	-	-	-	-	-	-

MUNICIPAL FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
GREEN FEES										
Weekday (18 Hole)	$7.00	$7.00	$7.00	$7.75	$6.25	$7.00	$5.58	$5.00	$8.00	$7.00
Weekend (18 Hole)	$8.00	$10.00	$8.50	$8.25	$7.60	$8.50	$6.00	$6.25	$8.00	$9.25
Junior Rates Offered	57%	65%	34%	56%	46%	19%	29%	67%	63%	83%
Senior Rates Offered	53%	40%	21%	58%	41%	22%	35%	59%	49%	75%
Season Tickets Offered	54%	51%	27%	62%	67%	9%	48%	41%	70%	44%
PGA PROFESSIONAL	66%	80%	62%	60%	46%	74%	58%	70%	85%	96%
CLUB FACILITIES & SERVICES										
Practice Range	67%	33%	69%	52%	64%	80%	42%	67%	91%	85%
Golf Cars	94%	93%	97%	96%	84%	98%	93%	96%	97%	96%
Caddies	3%	7%	3%	2%	4%	2%	10%	6%	1%	0%
Proshop	90%	93%	86%	91%	78%	93%	93%	93%	97%	100%
Lockers	53%	67%	79%	52%	55%	56%	52%	56%	42%	40%
Dining Room	25%	27%	45%	25%	17%	17%	10%	11%	47%	42%
Bar / Lounge	35%	60%	65%	39%	20%	28%	16%	13%	42%	62%
Tennis	14%	20%	14%	12%	9%	22%	26%	24%	15%	4%
Swimming	9%	7%	7%	7%	7%	13%	19%	24%	4%	0%
Health Club	0%	0%	0%	0%	0%	2%	3%	0%	0%	0%

MUNICIPAL FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
GOLF CARS										
Require Golf Car	0.8%	0%	3.4%	0.8%	0%	0%	0%	2.2%	1.5%	0%
Rounds Using Golf Car	38%	25%	40%	25%	32%	59%	56%	60%	32%	32%
18 Hole Golf Car Fee	$11.00	$11.50	$12.85	$12.00	$12.00	$7.00	$9.00	$9.50	$10.00	$12.00
PRACTICE RANGE										
Large Bucket of Range Balls	$2.00	$2.00	$2.00	$2.20	$2.00	$1.60	$1.85	$2.00	$2.00	$2.50
Individual Lesson (30 min)	$14.50	$13.00	$14.00	$12.00	$12.00	$12.00	$10.00	$12.00	$13.00	$15.00
Junior Rates	38%	46%	24%	36%	32%	17%	26%	26%	48%	52%
PRO SHOP										
Size (square feet)	720	600	400	550	625	900	690	900	800	1000
Sales By Product:										
Clubs	18%	18%	13%	16%	21%	17%	13%	15%	15%	20%
Balls	31%	27%	33%	31%	36%	29%	38%	25%	24%	17%
Apparel	16%	11%	10%	16%	10%	16%	10%	15%	22%	17%
Bags	9%	12%	10%	10%	9%	11%	8%	10%	9%	10%
Gloves	12%	15%	16%	13%	11%	7%	13%	13%	8%	11%
Shoes	11%	12%	10%	11%	7%	10%	9%	12%	11%	14%
Other	3%	5%	8%	3%	6%	10%	9%	10%	11%	11%
Offer Discount	80%	87%	72%	75%	60%	78%	84%	83%	94%	90%
Discount Amount	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%

PAR 3 & EXECUTIVE FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
DESCRIPTION OF SAMPLE										
Sample Size (Number)	310	25	32	76	36	58	7	8	23	45
Sample Size (Percent)	19%	27%	13%	23%	20%	19%	15%	13%	21%	16%
ROUNDS PLAYED										
Number of Rounds	29000	26250	18000	17500	15000	23000	*	*	34000	34000
Rounds Played By:										
Men	35%	36%	30%	40%	40%	21%	*	*	28%	30%
Women	19%	21%	21%	21%	19%	12%	*	*	15%	19%
Juniors	10%	14%	13%	11%	11%	9%	*	*	8%	10%
Seniors	36%	29%	36%	26%	30%	58%	*	*	49%	41%
LENGTH OF SEASON										
Days	275	205	210	205	210	350	*	*	352	355
MEMBERSHIPS										
Number of Memberships	275	135	*	230	111	262	*	*	410	296
Initiation Fee	$525	*	*	$200	$275	$525	*	*	*	$525
Annual Dues	$450	*	*	$310	$125	$500	*	*	*	$450
Guest Fee	$8.00	*	*	$7.25	$5.25	$9.45	*	*	*	$8.00

PAR 3 & EXECUTIVE FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Moun-tain	Pacific
GREEN FEES										
Weekday (18 Hole)	$7.00	$7.50	$5.75	$5.75	$5.60	$8.50	*	*	$8.00	$6.00
Weekend (18 Hole)	$7.50	$8.75	$6.00	$6.00	$6.00	$9.00	*	*	$9.25	$7.00
Junior Rates Offered	33%	24%	*	30%	33%	*	*	*	30%	40%
Senior Rates Offered	38%	24%	25%	49%	36%	*	*	*	26%	13%
Season Tickets Offered	42%	36%	31%	35%	36%	*	*	*	30%	27%
PGA PROFESSIONAL	59%	*	50%	46%	27%	59%	*	*	65%	67%
CLUB FACILITIES & SERVICES										
Practice Range	56%	20%	41%	46%	38%	53%	*	*	78%	69%
Golf Cars	65%	48%	50%	53%	40%	69%	*	*	78%	49%
Caddies	3%	*	*	4%	5%	3%	*	*	0%	2%
Proshop	84%	64%	78%	83%	68%	74%	*	*	91%	89%
Lockers	36%	32%	34%	22%	24%	36%	*	*	39%	24%
Dining Room	34%	20%	47%	24%	30%	33%	*	*	45%	33%
Bar / Lounge	46%	48%	56%	32%	27%	52%	*	*	65%	42%
Tennis	31%	36%	37%	20%	13%	41%	*	*	30%	18%
Swimming	31%	24%	31%	21%	11%	41%	*	*	56%	22%
Health Club	6%	4%	0%	3%	0%	7%	*	*	17%	4%

PAR 3 & EXECUTIVE FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
GOLF CARS										
Require Golf Car	4.5%	0%	6.2%	1.3%	2.7%	5.2%	*	*	17%	2.2%
Rounds Using Golf Car	42%	24%	45%	25%	46%	44%	*	*	42%	20%
18 Hole Golf Car Fee	$8.00	$10.50	$8.00	$10.00	$8.50	$6.00	*	*	$8.00	$9.50
PRACTICE RANGE										
Large Bucket of Range Balls	$2.00	$2.00	$2.25	$2.50	$2.25	$2.00	*	*	$2.00	$2.25
Individual Lesson (30 min)	$15.00	$15.00	$12.00	$12.00	$15.00	$12.00	*	*	$15.00	$15.00
Junior Rates	37%	24%	25%	28%	*	25%	*	*	48%	35%
PRO SHOP										
Size (square feet)	600	400	695	500	375	600	*	*	600	750
Sales By Product:										
Clubs	19%	17%	17%	20%	20%	10%	*	*	12%	17%
Balls	30%	29%	34%	30%	42%	25%	*	*	22%	22%
Apparel	26%	24%	15%	16%	15%	29%	*	*	28%	24%
Bags	8%	6%	10%	8%	5%	6%	*	*	7%	9%
Gloves	9%	8%	11%	10%	6%	10%	*	*	*	8%
Shoes	9%	7%	8%	5%	5%	9%	*	*	6%	12%
Other	5%	9%	5%	11%	7%	11%	*	*	11%	8%
Offer Discount	68%	*	62%	*	43%	67%	*	*	78%	71%
Discount Amount	20%	*	20%	*	20%	20%	*	*	20%	20%

RESORT FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
DESCRIPTION OF SAMPLE										
Sample Size (Number)	444	36	35	79	20	104	27	29	58	56
ROUNDS PLAYED										
Number of Rounds	25000	16000	23500	20500	18000	39500	30000	29500	30000	35000
Rounds Played By:										
Men	43%	41%	48%	47%	41%	39%	54%	45%	42%	38%
Women	18%	17%	17%	21%	21%	15%	14%	15%	18%	19%
Juniors	7%	10%	5%	7%	8%	5%	8%	5%	7%	5%
Seniors	22%	32%	30%	25%	30%	40%	24%	35%	33%	38%
LENGTH OF SEASON										
Days	265	190	200	190	200	350	300	325	225	330
MEMBERSHIPS										
Number of Memberships	220	200	145	156	190	270	353	560	252	212
Initiation Fee	$1350	*	$310	$390	$675	$1300	$1125	$3890	$3500	$3500
Annual Dues	$490	*	$490	$330	$300	$590	$530	$660	$720	$600
Guest Fee	$15.00	*	$13.00	$12.00	$11.00	$16.00	$15.00	$15.50	$19.00	$14.50

RESORT FACILITIES

Regional Comparisons

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
GREEN FEES										
Weekday (18 Hole)	$12.25	$10.00	$11.00	$11.00	$9.50	$15.00	$11.50	$12.00	$16.00	$14.50
Weekend (18 Hole)	$14.00	$12.00	$13.00	$11.75	$10.00	$16.00	$11.50	$15.00	$16.00	$16.00
Junior Rates Offered	21%	17%	17%	20%	*	19%	15%	17%	14%	32%
Senior Rates Offered	15%	11%	26%	10%	*	9%	11%	14%	7%	20%
Season Tickets Offered	30%	28%	26%	43%	*	10%	37%	17%	52%	34%
PGA PROFESSIONAL	78%	78%	71%	58%	45%	86%	81%	83%	90%	55%
CLUB FACILITIES & SERVICES										
Practice Range	75%	56%	66%	63%	65%	88%	74%	83%	78%	80%
Golf Cars	96%	94%	89%	100%	100%	98%	96%	97%	100%	91%
Caddies	4%	11%	11%	4%	0%	4%	0%	0%	3%	5%
Proshop	96%	94%	89%	96%	100%	96%	96%	100%	97%	98%
Lockers	61%	69%	80%	43%	45%	71%	59%	65%	59%	64%
Dining Room	66%	64%	83%	61%	65%	61%	63%	69%	69%	75%
Bar / Lounge	75%	78%	89%	75%	65%	72%	63%	72%	81%	80%
Tennis	62%	58%	71%	42%	55%	66%	78%	83%	55%	64%
Swimming	64%	53%	69%	44%	65%	66%	85%	79%	64%	64%
Health Club	21%	22%	34%	9%	5%	25%	22%	21%	22%	27%

	United States (total)	New England	Mid Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
GOLF CARS										
Require Golf Car	24%	2.8%	37%	8.8%	0.1%	37%	26%	6.8%	36%	18%
Rounds Using Golf Car	62%	52%	60%	40%	57%	77%	81%	85%	58%	47%
18 Hole Golf Car Fee	$9.00	$11.25	$12.00	$10.50	$7.25	$8.00	$8.00	$8.00	$8.00	$12.00
PRACTICE RANGE										
Large Bucket of Range Balls	$2.00	$2.00	$2.50	$2.00	$2.50	$2.00	$2.00	$2.00	$2.00	$2.25
Individual Lesson (30 min)	$15.00	$15.00	$15.00	$11.10	$15.00	$15.00	$15.00	$15.00	$15.00	$15.00
Junior Rates	35%	47%	20%	23%	*	35%	41%	38%	40%	37%
PRO SHOP										
Size (square feet)	900	600	700	650	900	1000	950	925	800	1000
Sales By Product:										
Clubs	11%	9%	10%	12%	13%	8%	11%	14%	9%	11%
Balls	22%	20%	20%	27%	28%	18%	22%	20%	19%	15%
Apparel	38%	37%	37%	27%	31%	40%	31%	39%	43%	39%
Bags	6%	8%	6%	6%	7%	6%	6%	6%	5%	6%
Gloves	10%	11%	14%	11%	7%	11%	11%	10%	9%	8%
Shoes	8%	9%	7%	8%	6%	9%	9%	7%	6%	11%
Other	5%	6%	6%	9%	8%	8%	10%	4%	9%	10%
Offer Discount	76%	72%	71%	81%	90%	77%	70%	83%	74%	70%
Discount Amount	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%

Appendices

GOLF COURSE OPERATIONS SURVEY

SAMPLE STRUCTURE

	Total Number	Sample Number	Percent-Of Total Sampled
US TOTAL OF EXISTING COURSES	12346	3823	31.0%
OWNERSHIP TYPE			
Private	4861	1645	33.8%
Daily Fee	5573	1560	28.0%
Municipal	1912	618	32.3%
RESORT	736	462	62.8%
EXECUTIVE & PAR 3	1641	359	21.9%
REGION			
New England	796	245	30.8%
Mid Atlantic	1573	409	26.0%
East North Central	2607	894	34.3%
West North Central	1557	482	30.9%
South Atlantic	2104	672	31.9%
East South Central	739	197	26.6%
West South Central	1097	289	26.3%
Mountain	717	268	37.4%
Pacific	1156	337	29.1%
SIZE			
9 Holes	5308	1015	19.1%
18 Holes	6420	2399	37.4%
27 Holes Or More	618	372	60.2%
PROFESSIONAL			
PGA Head Professional or Apprentice Head Professional	6209	2610	42.5%
No PGA Professional	6137	1213	18.3%

THE SURVEY INSTRUMENT

1985 GOLF COURSE OPERATIONS SURVEY

Sponsored Jointly By
The National Golf Foundation
and
The Professional Golfers' Association of America

Facility Information

1. Please *print* the State and County where your facility is located:

   State: _____ County: _____

2. Is your facility:

   [ ] Private [ ] Daily Fee or Semi-Private [ ] Municipal

3. Are you a Resort Facility:

   [ ] Yes [ ] No

4. Please *check* the type of golf course(s) at your facility and *fill in* the number of holes:

Type of Golf Course(s)	Number of Holes
[ ] Regulation	_____
[ ] Executive	_____
[ ] Par 3	_____

5. Please *fill in* the number of months and play days your facility is usually open for play:

   Length of Season in Months: _____

   Average Number of Play Days: _____

6. Please *estimate* the total annual rounds played at your facility:
   (*You can indicate a range if you prefer*)

   Annual Rounds Played: _____ --> What percentage are 9 Hole rounds: _____ %

7. Please *estimate the percentage* of your rounds that are played by:

	Percent of Rounds Played
Men (18 - 54 Years)	_____
Women (18 - 54 Years)	_____
Juniors (Under 18 Years)	_____
Seniors (Over 54 Years)	_____
TOTAL	100%

8. Please *check* which of the following are available at your facility:

(Check All That Apply In Each Column)

Golf Facilities & Services	Club House Facilities	Other Facilities
[ ] Practice Range	[ ] Golf Shop	[ ] Tennis
[ ] Golf Instruction	[ ] Lockers	[ ] Swimming
[ ] Golf Cars	[ ] Bag Room	[ ] Health Club
[ ] Caddies	[ ] Dining Room	[ ] Other: _____
[ ] Club Repair	[ ] Bar/Lounge	
[ ] Other:_____	[ ] Snack Bar	

9. Please *check* the professional staff employed at your facility:

	Member of:
[ ] Golf Professional	[ ] PGA [ ] LPGA
[ ] Club Manager	[ ] CMAA
[ ] Superintendent	[ ] GCSAA

Membership Information

The following items are intended primarily for **Private Facilities.** *However, if you are a Daily Fee, Semi-Private or Municipal facility that offers memberships (not season tickets) please complete the items that apply to you in addition to items regarding green fees in the next section.*

10. Please *fill in* the number of members, initiation fees and annual dues (excluding tax) at your facility:

Member Type:	Number of Members:	Initiation Fee:	Annual Dues:
Individual	_____	$ _____	$ _____
Family	_____	$ _____	$ _____

11. Please *check* whether your facility has a minimum spending program:

Minimum Spending Program: [ ] No

[ ] Yes --> Amount/Month: $_____

Amount/Year: $_____

12. Please *fill in* the average guest fee for an 18 hole round (excluding golf car):

Guest Fee: $_____

Green Fees Information

If you are a Private Facility please skip to the next section.

13. Please *fill in* the **Regular Green Fees** (excluding tax) at your facility:

Regular Green Fees:	9 Hole	18 Hole
Weekday	$_____	$_____
Weekend	$_____	$_____
Twilight	$_____	$_____

14. If you offer **Special Green Fees** for junior and/or senior golfers please *fill in* the following:

Junior Age Definition: Under _____ Years

Senior Age Definition: Over _____ Years

Special Green Fees:		9 hole	18 Hole
Weekday:	Juniors	$_____	$_____
	Seniors	$_____	$_____
Weekend:	Juniors	$_____	$_____
	Seniors	$_____	$_____

15. If you offer **Season Tickets** please *fill in* the following information:

A. Estimated Number of Season Tickets Sold Each Year: _____

B. Average Price (Excluding Tax) for a Season Ticket: $ _____

Golf Car Information

Please complete this section if you or your facility operates a golf car fleet.

16. Please *fill in* the golf car rental fee (excluding tax) per person at your facility:

	9 Hole	18 Hole
Rental Fee Per Person:	$ _____	$ _____

17. Is the **Use of a Golf Car** always required at your facility:

[ ] Yes

[ ] No --> Estimate Percent of Rounds Using Golf Cars: _____ %

18. Does your facility have **Continuous Golf Car Paths**:

[ ] Yes

[ ] No

19. Please *estimate* the number of golf cars at your facility:

Number of Cars: _____ Electric _____ Gasoline

Average Age of Cars: _____ Years

20. Approximately what percentage of the golf cars at your facility are owned versus leased:

Percent of Cars Owned: _____ %

Percent of Cars Leased: _____ %

21. Are **private golf cars** permitted at your facility:

[ ] No

[ ] Yes --> Trail Fee / Month: $ _____

Storage Fee / Month: $ _____

Right Seat Fee / Round: $ _____

22. Please *estimate* the approximate **depreciated** inventory value of your golf car fleet:
(You can indicate a range if you prefer)

Inventory Value of Golf Car Fleet: $ _____

23. Please *estimate* the average annual golf car income at your facility:

	Entire Fleet
Annual Gross Income:	$ _____
Annual Net Income (After Expenses):	$ _____

Practice Range Information

Please complete this section if your facility has a Practice (Driving) Range

24. Please *fill in* the price you charge (excluding tax) for a large and small bucket of balls:

	Price	Approximate Number of Balls
Large Bucket:	$ _____	_____
Small Bucket:	$ _____	_____

25. About how many teeing stations do you have:

Number of Teeing Stations: _____

26. Does your facility have a **Practice Range Membership Plan**:

[ ] No

[ ] Yes --> Charge Per Individual (Excluding Tax) Per Season: $ _____

27. Please *estimate* the average annual Practice Range income at your facility:

	Practice Range
Annual Gross Income:	$ _____
Annual Net Income (After Expenses):	$ _____

Golf Instruction Information

Please complete this section if golf instruction is provided at your facility.

28. How many persons provide golf instruction (give lessons) at your facility:

Number of Instructors: _____

29. What is the average price charged (excluding tax) for individual lessons:

Average Price for an Individual Lesson: $ _____ for _____ Minutes

Average Price for a Series of Lessons: $ _____ for _____ Lessons

30. Are **Group Lessons** available:

[ ] No

[ ] Yes --> Average Group Size: _____ Persons

Price Per Individual: $ _____ for _____ Lessons

Length of Group Lessons: _____ Minutes

31. Do you offer **Special Lesson Rates for Juniors**:

[ ] No

[ ] Yes --> Junior Lesson Price: $ _____

32. Is videotape equipment used in some lessons at your facility:

[ ] No

[ ] Yes

33. Are any golf instructors at your facility involved in Junior Golf Programs at local schools:

[ ] No

[ ] Yes --> Please Describe: _____

_____

Club Repair Information

Please complete this section if your facility provides either on-site or off-site club repair service.

34. Are clubs repaired at your facility or do you send them out for repair:

Club Repair Is Done: [ ] At our facility
[ ] Off-Site
[ ] Some Of Both

35. Please *fill in* the average charges (excluding tax) for the following services:

	Average Price
Regrip	$ _____ per club
Rewhip Wood	$ _____ per club
Refinish Wood	$ _____ per club
Reshaft	$ _____ per club
Adjust Loft & Lie	$ _____ per club

36. If club repairs are done on-site please *estimate* the value of your club repair inventory:

Inventory Value of Club Repair Supplies & Equipment: $ _____

37. Please *estimate* the average annual club repair income at your facility: *(You can indicate a range if you prefer)*

	Club Repair
Annual Gross Income:	$ _____
Annual Net Income:	$ _____

38. Do you make custom golf clubs:

[ ] No
[ ] Yes --> Average number of individual clubs made per year: _____

Golf Shop Information

Please complete this section if your facility has a golf shop where merchandise is sold.

39. About how many square feet of retail space do you have in your pro shop:

Approximate Size of Pro Shop: _____ Sq. Ft.

40. Please provide a rough *estimate* of the total wholesale value of your Pro Shop inventory both in-season and off-season. *(You can indicate a range if you prefer)*

Inventory Value (Wholesale) of Pro Shop Merchandise: In-Season: $ _____
Off-Season: $ _____

41. Please *estimate* the percentage of total sales the following merchandise accounts for:

	Percent of Total Sales
Golf Clubs	_____ %
Golf Balls	_____ %
Golf Bags	_____ %
Golf Gloves	_____ %
Golf Shoes	_____ %
Golf Apparel	_____ %
Miscellaneous	_____ %
TOTAL	100 %

42. Please *estimate* the number of brands and the average quantity in stock (in-season) for the following merchandise:

	Number of Brands Carried	Average Quantity in Stock
Golf Clubs:		
Woods	_____	_____ sets
Irons	_____	_____ sets
Utility	_____	_____ pieces
Putters	_____	_____ pieces
Golf Balls:	_____	_____ dozen
Golf Bags:	_____	_____ pieces
Golf Gloves:	_____	_____ dozen
Golf Shoes:	_____	_____ pairs
Apparel:	_____	N/A

43. Do you accept **Used Golf Clubs** as a trade in on new equipment:

[ ] No

[ ] Yes

44. Do you **discount** merchandise in your Pro Shop:

[ ] No

[ ] Yes --> Average Discount: _____ %

45. Please *estimate* your average annual Pro Shop merchandise income:
(You can indicate a range if you prefer)

	Pro Shop
Total Annual Sales:	$ _____
Total Annual Net Income:	$ _____

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